

## ORDER



**Orders**  
**Order / Rev:** 712040  
**Alt Order #:** 6307515  
**Product Desc:** est 11873  
**Estimate:** est 11873  
**Flight Dates:** 09/10/12 - 09/16/12  
**Original Date / Rev:** 09/07/12 / 09/07/12  
**Order Type:** Political

## KARE

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Media Strategies & Research/ POL  
**Buying Contact:**  
**Billing Contact:**  
 11350 Randon Hills Road, Suite 670  
 Fairfax, VA 22030

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Freedom To Marry MN PAC  
**Demographic:** A25-54  
**Product Codes:** IS-Issue/Ballot  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/16/12	49	\$56,825.00	\$48,301.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	49	\$56,825.00	\$48,301.25	0.00
<b>Totals</b>	<b>49</b>	<b>\$56,825.00</b>	<b>\$48,301.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	09/10/12	09/14/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	11111--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	11111--					5	\$800.00		0.00			
2	KARE	09/10/12	09/14/12	Today Show Today Show	CM	7-9a	11111--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	11111--					5	\$700.00		0.00			
3	KARE	09/15/12	09/15/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-					1	\$750.00		0.00			
4	KARE	09/16/12	09/16/12	SUN TDY NBC Today Show (Su)	CM	8-9a	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S					1	\$350.00		0.00			
5	KARE	09/11/12	09/13/12	M-F 9-10a M-F 9-10a	CM	9-10a	-1-1---	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-1-1---					2	\$250.00		0.00			
6	KARE	09/14/12	09/14/12	M-F 1-2p Rachel Ray	CM	1P-2P	----F--	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----F--					1	\$150.00		0.00			

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 Product Desc: est 11873  
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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	KARE	09/12/12	09/12/12	M-F 2-3p The Doctors	CM	2P-3P	--W----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--W----		1				\$175.00		0.00			
8	KARE	09/10/12	09/14/12	M-F 3-4p DR OZ	CM	3-4p	11-11--	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	11-11--		4				\$450.00		0.00			
9	KARE	09/10/12	09/14/12	M-F 430-5p Jeopardy	CM	430-5P	11111--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	11111--		5				\$800.00		0.00			
10	KARE	09/11/12	09/11/12	M-F 4-430p KARE 11 4 News	CM	4-430P	-T-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-T-----		1				\$350.00		0.00			
11	KARE	09/10/12	09/14/12	M-F 5-530p KARE 11 5 News	CM	5-530p	1-111--	:30	4	\$1,500.00	P-2	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	1-111--		4				\$1,500.00		0.00			
12	KARE	09/10/12	09/14/12	M-F 6-630p KARE 11 6 News	CM	6-630p	11111--	:30	5	\$1,300.00	P-2	0.00	NM	5	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	11111--		5				\$1,300.00		0.00			
13	KARE	09/16/12	09/16/12	Sun 5-530p KARE 11 5 News Su	CM	KARE 11 5 News	-----S	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1				\$1,100.00		0.00			
14	KARE	09/10/12	09/14/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	11111--	:30	5	\$1,500.00	P-2	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	11111--		5				\$1,500.00		0.00			
15	KARE	09/15/12	09/15/12	Sat 630-7p MN Bound	CM	630pm-7pm	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-		1				\$750.00		0.00			
16	KARE	09/10/12	09/10/12	Mon Prime THE VOICE	CM	Mon Prime (6:58 PM-9:00 PM)	M-----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1				\$6,000.00		0.00			
17	KARE	09/11/12	09/11/12	Tue Prime PARENTHOOD	CM	Tue Prime (9:00 PM-10:00 PM)	-T-----	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-T-----		1				\$4,500.00		0.00			
18	KARE	09/12/12	09/12/12	Wed Prime AGT	CM	Wed Prime (8:00 PM-9:00 PM)	--W----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--W----		1				\$2,000.00		0.00			
19	KARE	09/13/12	09/13/12	Thu Prime AGT	CM	Thu Prime (6:58 PM-9:00 PM)	---T---	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---T---		1				\$1,300.00		0.00			
20	KARE	09/10/12	09/12/12	M-F 10-1035p KARE News 10p	CM	KARE News 10p	1-1----	:30	2	\$2,400.00	P-2	0.00	NM	2	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	1-1----		2				\$2,400.00		0.00			
21	KARE	09/14/12	09/14/12	Tonight Show Tonight Show	CM	1035pm-1135pm	----F--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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21	KARE	09/14/12	09/14/12	Tonight Show Tonight Show	CM	1035pm-1135pm	----F--	:30	1	\$800.00	P-2	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 09/10/12		09/10/12	09/16/12	----F--	1		\$800.00		0.00					
												Totals	49	\$56,825.00